

Appl. No. : 09/773,343
Amdt. dated February 11, 2005
Reply to Office Action

Amendments to the Claims:

Claims 1 - 16 (Canceled)

Claim 17 (New): A method of delivering one or more advertising messages to a pilot at a specified point during the operation of an aircraft comprising:

- a) arrangement of a checklist article comprising a collection of one or more sequential steps for use by the pilot in performing a specified operation in relation to the operation of said plane;
- b) arrangement of one or more advertising messages within said checklist article in close proximity to said sequential steps;
- c) wherein said one or more advertising messages are designed and chosen to appeal to said pilot, and said messages are oriented such as to be delivered during a specified step or steps.

Claim 18 (New): The method of claim 17 wherein said one or more advertising messages are designed to be operationally related to the step which is closest in proximity to the physical location of said one or more advertising messages.

Appl. No. : 09/773,343
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Claim 19 (New): The method of claim 17 wherein said checklist article is arranged as a booklet with a series of pages.

Claim 20 (New): The method of claim 19 wherein said one or more advertising messages are designed to be operationally related to steps which are located on the same page as said one or more advertising messages.

Claim 21 (New): The method of claim 19 wherein said specified operations are taken from the group including pre-flight security check sequences, in-flight operational sequences, maintenance sequences and flight planning.

Claim 22 (New): A checklist article for delivering one or more advertising messages to a pilot at a specified point during the operation of an aircraft comprising:

- a) a written medium comprising a collection of one or more sequential steps for use by the pilot in performing one or more specified operations related to the operation of said aircraft; and
- b) one or more advertising messages arranged within said checklist article in close proximity to said sequential steps;
- c) wherein said one or more advertising messages are designed and chosen to appeal to said pilot, and said messages are oriented

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09/773,343

such as to be delivered during a specified step or steps.

Claim 23 (New): The method of claim 17 wherein said one or more advertising messages are designed to be operationally related to the step which is closest in proximity to the physical location of said one or more advertising messages.

Claim 19 (New): The method of claim 17 wherein said checklist article is arranged as a booklet with a series of pages.

Claim 20 (New): The method of claim 19 wherein said one or more advertising messages are designed to be operationally related to steps which are located on the same page as said one or more advertising messages.

Claim 21 (New): The method of claim 19 wherein said specified operations are taken from the group including pre-flight security check sequences, in-flight operational sequences, maintenance sequences and flight planning.